K-Love serves me and the community I work in by playing music and hiring disc jockies that speak encouragement through God's word. If K-Love was replace by another station this would be lost. The strength that is found in worshiping God through the music that K-Love plays cannot come from any radio station. It only comes through people who are serving the One True God with their gifts and talents. K-Love serves the public interest by offering a family friendly environment that promotes Biblical values that will help us to love our neighbors and our God with all our heart, mind, body, and soul.